

**Amendments to the Specification:**

Please replace paragraph beginning on page 7, line 23 with the following amended paragraph:

As shown in Fig. 1, the system of the present invention distributes rollouts from a content management system 100 to a central server 102, and controls the delivery of content from a master content storage associated with content management system 100 to a storage device accessible to a local media server, preferably a video server on rack 104. The system of the present invention may also distribute static images and low bandwidth media to central server 102. Content management system 100 packages media assets with metadata and builds the media content into a rollout. A preferred example of a content management system operable with the present invention is taught in U.S. Application Serial No. ~~(to be assigned)~~ 09/921,100, titled "Content Management System," filed July 31, 2001, which claims priority to U.S. Application Serial No. 60/280,691, the disclosures of which are hereby incorporated by reference herein.

Please replace paragraph beginning on page 9, line 25 with the following amended paragraph:

Fig. 2 shows another preferred embodiment of the invention wherein one or more rollouts are stored in a rack 106. This allows for quicker response times when delivering content to a consumer and also provides increased portability. Examples of preferred systems operable with the present invention are described in U.S. Application Serial No. ~~(to be assigned)~~ 09/922,651, titled "Systems and Methods for Delivering Media Content," filed July 31, 2001, which claims priority to U.S. Application Serial No. 60/255,725, the disclosures of which are hereby incorporated by reference herein.

Please replace paragraph beginning on page 13, line 8 with the following amended paragraph:

As shown in Figs. 6 and 7, a preferred method of media content distribution to consumers is illustrated. In step 310, a consumer with web browser access makes a

selection request after accessing a provider website. It should be understood that the selection request may also be made through the central server as well. A remote data server or applications server located in central server 102 consults an accounts database to see if the consumer has an account in step 312. If the consumer does not have an account, an account set-up procedure may be initiated in step 410 or the consumer is denied access. The account may be set-up automatically or manually over the phone using known methods. A preferred accounting system operable with the present invention is described in U.S. Application Serial No. ~~(to be assigned)~~ 09/921,107, titled "Subscriber Management System," filed July 31, 2001, which claims priority to U.S. Application Serial No. 60/280,664, the disclosures of which are hereby incorporated by reference herein. Following the account set-up procedure, the consumer is then permitted to continue. If the consumer has an account, then the remote data server checks the permissions associated with the consumer's account in step 314. These permissions can be, for example, restrictions on a particular genre of content or spending amounts associated with a family member of a head-of-household account. Though preferred, the present invention need not include an accounting procedure. Following step 314, an ad procedure 510 is initiated (described below).

Please replace paragraph beginning on page 17, line 22 with the following amended paragraph:

The client software may also be programmed for interactivity in selected media content. For example, a "floating bug" program may be included in the client software that indicates areas of interactivity in interactive video content. An example of a preferred system and method for creating interactive content is taught in U.S. Application Serial No. ~~(to be assigned)~~ 09/921,097, titled "A System and Method for Interactive Video Content Programming," filed July 31, 2001, which claims priority to U.S. Application Serial No. 60/255,541, the disclosures of which are hereby incorporated by reference herein.